C/C96000421
(cont.)

X Collection

INDEX

Page: 1

Barcode Number	Box Number	Total of Volumes	Call Number
LIBRARY OF CONGRESS 0 021 174 460 1	620A	140	no. 1 in overage box HF3624.Z9-HF3800.H3
LIBRARY OF CONGRESS 0 021 174 461 3	620B (old 624)	14	HF5001.B85-HF5001.R7
LIBRARY OF CONGRESS 0 021 174 462 5	621A	78	HF5349.C9R4-HF5415.Z9 no. 79 no. 13 in overage box
LIBRARY OF CONGRESS 0 021 174 463 7	621B	8	HF5415.Z9 (1946) no. 80-87
LIBRARY OF CONGRESS 0 021 174 464 9	622	10	HF5429-HF5429.P5
LIBRARY OF CONGRESS 0 021 174 465 0	623A	7	HF5437.N3-HF5441.F4
LIBRARY OF CONGRESS 0 021 174 466 2	623B	18	HF5465.U5A4-HF5549.5.T7
	624	—	Now 620B

X Collection

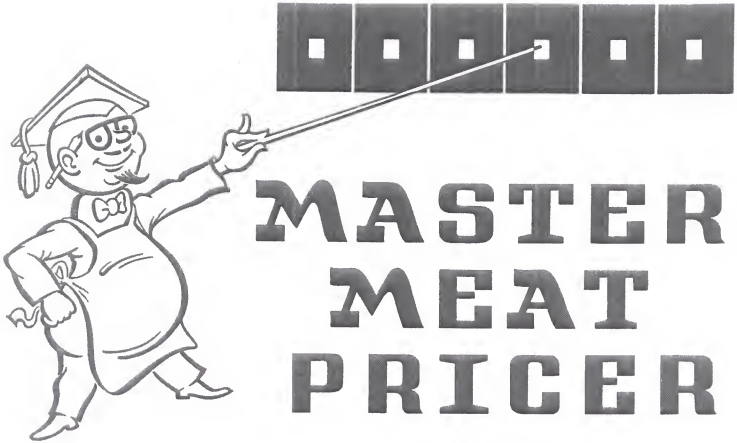
INDEX

Page: 2

Barcode Number	Box Number	Total of Volumes	Call Number
LIBRARY OF CONGRESS 0 021 174 467 4	625	12	HF5601.A6-HF5686.P8
LIBRARY OF CONGRESS 0 021 174 468 6	626	24	HF5716.M4-HF6181.M729 no. 3 in oversize box

X-11-5716
.M4

#1



MASTER MEAT PRICER

For the Retailer

By the Staff of

MEAT MERCHANDISING MAGAZINE

Published by MEAT MERCHANDISING, Inc., St. Louis 2, Mo.

X-HF 5110

#2

BASIC PACKAGING

Prepared by . . .
PAUL R. LAWRENCE, Harvard Graduate
School of Business Administration

In cooperation with the . . .
PACKAGING INSTITUTE, INCORPORATED

For the . . .
COMMITTEE ON EDUCATION, NATIONAL
ASSOCIATION OF PURCHASING AGENTS

MARKETABLE
packaging
LIPPINCOTT & MARGULIES

X-HF 5825

#4

THE RETAIL ADVERTISING COPY WORKSHOP

NEW YORK UNIVERSITY

SCHOOL OF RETAILING

Copyright, 1949 by
Charles M. Edwards, Jr.

All rights reserved. No part of this book may be reproduced in any form, by mimeograph or any other means, without permission in writing from the author.

X-HF6107
#5

The customers say . . . .

The most important word
in any business is . . . .

"Why"

Copyright 1948, Wid Gunning
Community Surveys
14027 Roblar Road
Sherman Oaks, Calif.
All Rights Reserved
The right of reproduction
in whole or in part in any form is prohibited.
Community Surveys
are copyrighted in every detail.

RECEIVED
G - 4 1948
RIGHT OFFICE

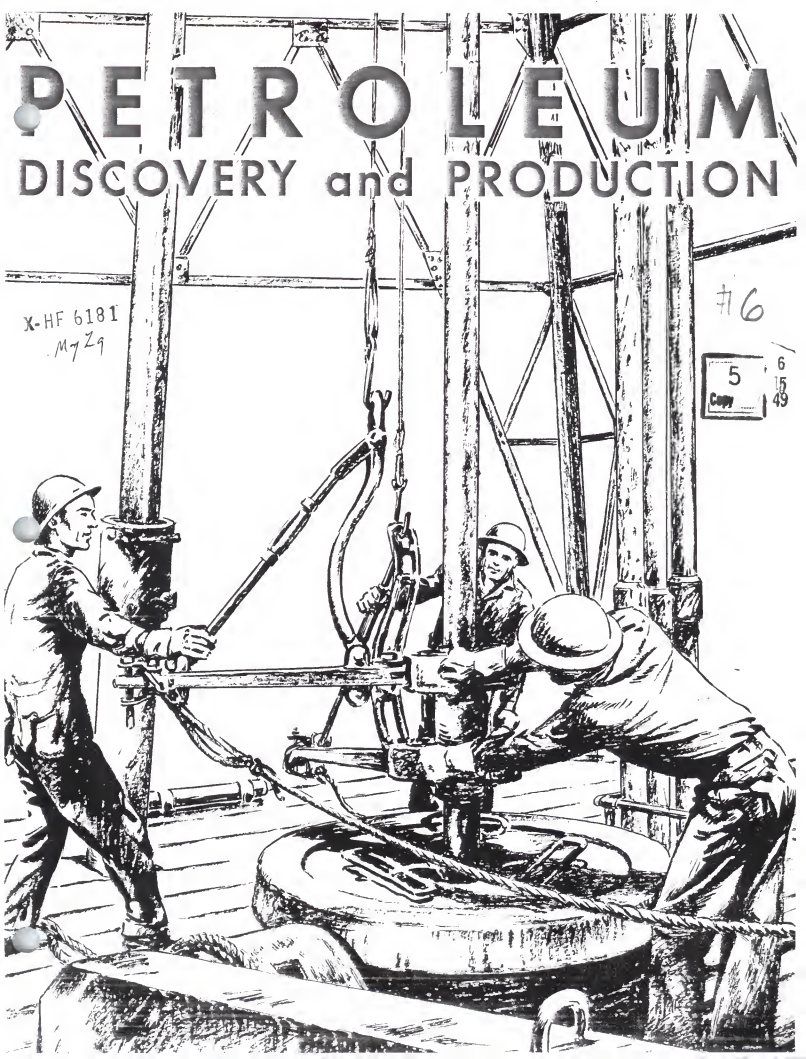
PETROLEUM
DISCOVERY and PRODUCTION

X-HF 6181
.M7Z9

#6

5
Copy

6
5
49



Evolution of our NATIONAL & FAMILY INCOME

AGRICULTURE... *Our Fountain of Life*

X-HF 6181, M729 #7

Agriculture develops an appreciable part of our national income, furnishes raw materials for many of our great industries, and supplies food not only for our own nation but for other countries throughout the world.

Fertile soil is the first essential of productive farming. However, the soil soon becomes depleted through erosion and such unwise practices as growing the same crop year after year, overgrazing, wrong methods of plowing, failure to supply plant foods.

Research studies over a period of years have shown that impoverished soil produces crops that are not only poor but *deficient in food value,* while rich soil gives verdant growth that passes on its healthful bounty to livestock and to us. Since 1933, the federal government has been meeting this challenge through an intensive soil conservation program . . . a program which, to obtain best results, needs the active interest and cooperation of every community and every individual in the nation.

Worn out soil produces but little grain with minimum food value to pass on to livestock and to us.

Cattle fed on poor pasture produce low grade meat . . . even bone tissue shows the effects of poor feeding.

SERIOUS MALNUTRITION . . . *too little food . . . improper diet lacking in food value.*

Larger crops of most nutritious grain are the result of mineral-rich soil and scientific farming.

Cattle fattened on balanced, abundant feed grown on fertile soil give us nourishing roasts and steaks.

OPTIMUM NUTRITION . . . *"Super-7" basic foods daily . . . high value foods grown on rich soil.*

Copyright, 1946, 1947, by Bureau of Educational Services, a department of The Byron G. Moon Company, Inc., 401 Broadway, New York 13, N. Y.

Evolution IN OUR NATIONAL & FAMILY INCOME

CONTRIBUTION OF PETROLEUM

To Industry, Farm, and Home

87 YEARS OF PETROLEUM PROGRESS

#8

Drake Well

A momentous event occurred on August 27, 1859, when oil was struck at the Drake well near Titusville, Pennsylvania . . . an event which ushered in a new era of better living for all of us. Many of our greatest modern inventions, such as automobiles and airplanes, function because of petroleum. It serves industry, farm, and home in thousands of ways . . . therefore, it has grown and prospered in each of its four divisions.

PRODUCTION The pioneers sought oil with a forked stick, but today's oil producers use the most advanced scientific methods and equipment, including even radar. Drilling goes deeper and deeper . . . two to three miles into the earth . . . in the search for oil to meet the nation's increasing needs.

Drilling an oil well

Production of Crude Petroleum:

1859 . . . . . 2,000 barrels

1945 . . . . . 1,736,717,000 barrels

X-HF6181
.M7 Z9

TRANSPORTATION of petroleum has advanced from teams and wagons, in 1859, to our present vast system of giant tankships, barges, pipe lines, railroad tank cars, and fleets of tank trucks. These move billions of barrels of crude oil and petroleum products annually.

5
Copy
5
49

Copyright, 1946, 1947, by Bureau of Educational Services, a department of The Byron G. Moon Company, Inc., 401 Broadway, New York 13, N. Y.

Evolution of our National & Family Income
5
Copy
5
49

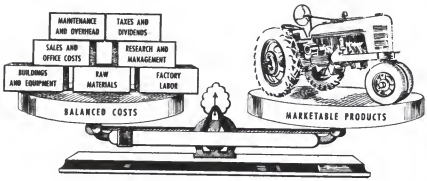
YOUR *Prosperity* . . . *and mine* #9

X-HF 6181
.M7Z9

YOUR prosperity and mine depends largely upon the efficient management of the business enterprise of which each of us may be a part. You can readily understand that a successful business must take in more money than it pays out for costs. It can expand, employ more workers, and pay better wages only if it makes a profit.

It is essential, therefore, that a company study its costs in relation to income from the sale of products or services. The illustration below shows some of the important *production costs* every manufacturer must consider, whether he is making a tractor, furniture, shoes, or other products. If any one of these costs rises out of proportion, production costs become unbalanced and the price of the product rises too high for successful marketing.

Any product, to be marketable, must not only serve a definite need, but it must be offered at a price people can afford and are willing to pay. The combined sales of marketable products develop our national and family income.



X-HF 6181
.M7Z9

Evolution of our National & Family Income

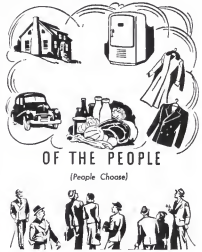
6
5
49

PEOPLE ... and Profits

"Of the People, by the People, for the People".....

Abraham Lincoln's unforgettable words, spoken at Gettysburg 85 years ago, emphasize the importance *of the people.* They are a stirring re-statement of that article of faith in the Declaration of Independence, which holds that people "are endowed by their Creator with certain unalienable rights." The Man of the People confirmed the self-evident truth that the freedom of people is Divine ordination and that the free will of the people must, therefore, be respected in "*this* nation under God."

What Lincoln said of rights in government applies with equal force in the *economy* of this Republic: People must be free; they must have equality of opportunity; they must have freedom of choice—in the *market place* as well as the *polling place.* The phenomenal success of our nation in improving the physical well-being of mankind attests to the sterling worth of this principle. It proves the wisdom of allowing the *freedom of popular choice* to be the governing force in the economy.



OF THE PEOPLE

In the American *market* place, *every* day is election day. *Everybody* votes in this day-by-day election campaign — not once daily, but again and again and again. Here, one-hundred-forty-odd millions of persons constantly evaluate rival candidates' offerings of *services,* and, balloting with their dollars' purchase power, determine which candidates shall succeed and earn profits, which shall incur losses, which shall fail. Here the people vote repeatedly, as consumers and producers, as investors and managers, as savers and servers, and their votes are

Copyright, 1948, by Bureau of Educational Services, a department of
The Byron G. Moon Company, Inc., 401 Broadway, New York 13, N. Y.

Evolution OF OUR NATIONAL & FAMILY INCOME

X-HF 6181
.M7Z9

5 Copy 6 5 49

#11

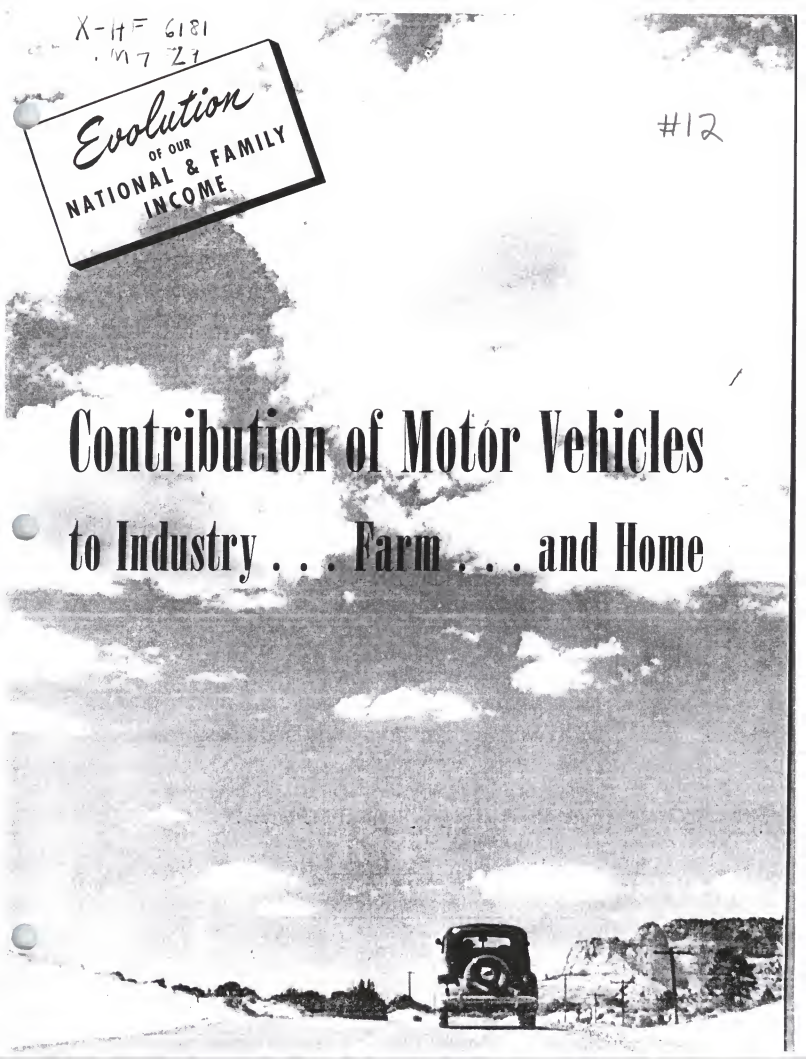
Contribution of Motor Vehicles to Industry . . . Farm . . . and Home

X-HF 6181
.N7 Z1

Evolution of our National & Family Income

#12

Contribution of Motor Vehicles to Industry . . . Farm . . . and Home



Evolution of our NATIONAL & FAMILY INCOME

CONTRIBUTION OF MOTOR VEHICLES

To Industry, Farm, and Home

X-HF6181
.M729

GROWTH OF THE AUTOMOTIVE INDUSTRY #13

Europe invented the automobile but America has swept ahead in production because our democratic way of life fosters initiative and provides incentives for courage, diligence, foresight, and ability.

Gasoline buggy

Born in 1896, the American motor-vehicle industry was beset with difficulties in developing the revolutionary idea of self-propelled vehicles. Cars were expensive to build, the price was high, and few were sold. The public mistrusted the new contraptions, and driving was hazardous on the atrocious roads. However, the early manufacturers met all odds with courage and gradually built up confidence as they improved their first crude efforts.

Early mass production

MASS PRODUCTION . . . In 1901, a pioneer manufacturer developed such efficient production methods that he reduced costs and offered a little curved-dash one-cylinder runabout at the low price of $650. He built 18,500 cars in five years . . . an unheard of record. Another pioneer introduced the assembly line in 1913, borrowing the idea from mechanism he had seen used in a meat packing house. More cars were built at lower prices, and more people could buy them. More jobs became available, wages increased, and working conditions improved. In general, the industry adopted more efficient methods and made great progress.

5 5 49
Copy

	1900	1920	1947
Employment	2,000	343,000	965,000
Production	4,000	1,905,000	4,790,000

IMPROVEMENTS . . . The first horseless carriages were "animated bathtubs" but improvements were gradually made in the appearance, safety, comfort, and durability of the car. Notable were all-steel bodies, electric self-starters, high-compression engines, and sealed-beam headlights.

TODAY, the American motor-vehicle industry is the largest manufacturing business in the world. It affects every phase of our national economy, as shown on the following pages.

Copyright, 1948, by Bureau of Educational Services, a department of
The Byron G. Moon Company, Inc., 401 Broadway, New York 13, N. Y.

#19

Evolution of our NATIONAL & FAMILY INCOME

CONTRIBUTION OF MOTOR VEHICLES

To Industry, Farm, and

5
Copy
X-HF6181
.M729

GROWTH OF THE AUTOMOTIVE INDUSTRY

Europe invented the automobile but America has swept ahead in production because our democratic way of life fosters initiative and provides incentives for courage, diligence, foresight, and ability.

Gasoline buggy

Born in 1896, the American motor-vehicle industry was beset with difficulties in developing the revolutionary idea of self-propelled vehicles. Cars were expensive to build, the price was high, and few were sold. The public mistrusted the new contraptions, and driving was hazardous on the atrocious roads. However, the early manufacturers met all odds with courage and gradually built up confidence as they improved their first crude efforts.

Early mass production

MASS PRODUCTION . . . In 1901, a pioneer manufacturer developed such efficient production methods that he reduced costs and offered a little curved-dash one-cylinder runabout at the low price of $650. He built 18,500 cars in five years . . . an unheard of record. Another pioneer introduced the assembly line in 1913, borrowing the idea from mechanism he had seen used in a meat packing house. More cars were built at lower prices, and more people could buy them. More jobs became available, wages increased, and working conditions improved. In general, the industry adopted more efficient methods and made great progress.

	1900	1920	1947
Employment	2,000	343,000	965,000
Production	4,000	1,905,000	4,790,000

IMPROVEMENTS . . . The first horseless carriages were "animated bathtubs" but improvements were gradually made in the appearance, safety, comfort, and durability of the car. Notable were all-steel bodies, electric self-starters, high-compression engines, and sealed-beam headlights.

TODAY, the American motor-vehicle industry is the largest manufacturing business in the world. It affects every phase of our national economy, as shown on the following pages.

Copyright, 1948, by Bureau of Educational Services, a department of
The Byron G. Moon Company, Inc., 401 Broadway, New York 13, N. Y.

X-HF6181
.M7 Z9
#15
6
5
49

Evolution of our NATIONAL & FAMILY INCOME

CONTRIBUTION OF MOTOR VEHICLES

To Industry, Farm, and Home

Copy

GROWTH OF THE AUTOMOTIVE INDUSTRY

Europe invented the automobile but America has swept ahead in production because our democratic way of life fosters initiative and provides incentives for courage, diligence, foresight, and ability.

Gasoline buggy

Born in 1896, the American motor-vehicle industry was beset with difficulties in developing the revolutionary idea of self-propelled vehicles. Cars were expensive to build, the price was high, and few were sold. The public mistrusted the new contraptions, and driving was hazardous on the atrocious roads. However, the early manufacturers met all odds with courage and gradually built up confidence as they improved their first crude efforts.

Early mass production

MASS PRODUCTION . . . In 1901, a pioneer manufacturer developed such efficient production methods that he reduced costs and offered a little curved-dash one-cylinder runabout at the low price of $650. He built 18,500 cars in five years . . . an unheard of record. Another pioneer introduced the assembly line in 1913, borrowing the idea from mechanism he had seen used in a meat packing house. More cars were built at lower prices, and more people could buy them. More jobs became available, wages increased, and working conditions improved. In general, the industry adopted more efficient methods and made great progress.

	1900	1920	1947
Employment	2,000	343,000	965,000
Production	4,000	1,905,000	4,790,000

IMPROVEMENTS . . . The first horseless carriages were "animated bathtubs" but improvements were gradually made in the appearance, safety, comfort, and durability of the car. Notable were all-steel bodies, electric self-starters, high-compression engines, and sealed-beam headlights.

TODAY, the American motor-vehicle industry is the largest manufacturing business in the world. It affects every phase of our national economy, as shown on the following pages.

Copyright, 1948, by Bureau of Educational Services, a department of
The Byron G. Moon Company, Inc., 401 Broadway, New York 13, N. Y.

Evolution of our NATIONAL & FAMILY INCOME

CONTRIBUTION OF MOTOR VEHICLES

To Industry, Farm, and Home

X-HF6181 .M729

#16

GROWTH OF THE AUTOMOTIVE INDUSTRY

Europe invented the automobile but America has swept ahead in production because our democratic way of life fosters initiative and provides incentives for courage, diligence, foresight, and ability.

Gasoline buggy

Born in 1896, the American motor-vehicle industry was beset with difficulties in developing the revolutionary idea of self-propelled vehicles. Cars were expensive to build, the price was high, and few were sold. The public mistrusted the new contraptions, and driving was hazardous on the atrocious roads. However, the early manufacturers met all odds with courage and gradually built up confidence as they improved their first crude efforts.

Early mass production

MASS PRODUCTION . . . In 1901, a pioneer manufacturer developed such efficient production methods that he reduced costs and offered a little curved-dash one-cylinder runabout at the low price of $650. He built 18,500 cars in five years . . . an unheard of record. Another pioneer introduced the assembly line in 1913, borrowing the idea from mechanism he had seen used in a meat packing house. More cars were built at lower prices, and more people could buy them. More jobs became available, wages increased, and working conditions improved. In general, the industry adopted more efficient methods and made great progress.

5 5 49 COPY 1

	1900	1920	1947
Employment	2,000	343,000	965,000
Production	4,000	1,905,000	4,790,000

IMPROVEMENTS . . . The first horseless carriages were "animated bathtube" but improvements were gradually made in the appearance, safety, comfort, and durability of the car. Notable were all-steel bodies, electric self-starters, high-compression engines, and sealed-beam headlights.

TODAY, the American motor-vehicle industry is the largest manufacturing business in the world. It affects every phase of our national economy, as shown on the following pages.

Copyright, 1948, by Bureau of Educational Services, a department of The Byron G. Moon Company, Inc., 401 Broadway, New York 13, N. Y.

X-HF 6181
.M7Z9

#17

5
Copy

6
5
49

Bureau of Educational Services
A DEPARTMENT OF THE BYRON G. MOON COMPANY, INC.

TEXTILES EDUCATION BUREAU
FOOD & EQUIPMENT SERVICES

401 BROADWAY, NEW YORK 13
: TELEPHONE—CANAL 6-3940

Dear Friend:

The attached chapter of our Evolution series deals with the "Contribution of Petroleum to Industry, Farm, and Home."

This material was prepared with the cooperation of the American Petroleum Institute, and with the aid of federal, state, and local educational organizations. It has been planned to supplement the teaching of classes in social studies, and to aid vocational education and guidance teachers. It will be of value also to leaders of adult groups who wish to show the relation of industry to the welfare of every individual and home.

Suggestions for using the instructor set are given on the reverse of this letter. In the Supplementary Bulletin attached you will find ideas for setting up a study of your community.

The small leaflets that are a part of the instructor sets were designed for distribution to members of classes or groups. You may order additional leaflets by filling in the number required on the enclosed postage-paid card and returning it to us. Through the cooperation of the sponsor, the leaflets, manuals, and charts are sent without cost to you.

Two other chapters in this series are now available. They are:

"Contribution of Motor Vehicles to Industry, Farm, and Home"

"Contribution of Agriculture to Health, Happiness, and Prosperity"

The enclosed leaflet packet, "Building a Strong America," was planned to dramatize the interrelationship of industries and their contribution to our individual and national economy. You may have additional packets for distribution to students.

To receive sets of material for your own use or leaflets for your classes, fill in the attached postage-paid card and return it to us.

Yours sincerely,

Katharine Clayberger

Director of Education

(over)

Evolution OF OUR NATIONAL & FAMILY INCOME

PETROLEUM BULLETIN FOR EDUCATORS

#18

From Bureau of Educational Services
A Department of The Byron G. Moon Company, Inc.
401 Broadway, New York 13, N. Y.

5 Copy 6 15 49

X-HF 6181
.M9Z9

Supplementary instructor material supporting the chapter--
"Contribution of Petroleum to Industry, Farm, and Home"

Division 1 of the instructor manual and the accompanying Chart 1 recently sent you, explain the evolution of the four basic divisions of the petroleum industry: Production, Transportation, Refining, Distribution. Since so much of this tremendous development has resulted from research, scientifically applied, we have decided to send you the two technical chart folders attached:

(A) "Petroleum Discovery and Production" visualizes in further detail present-day methods of searching for oil sites and drilling oil wells.

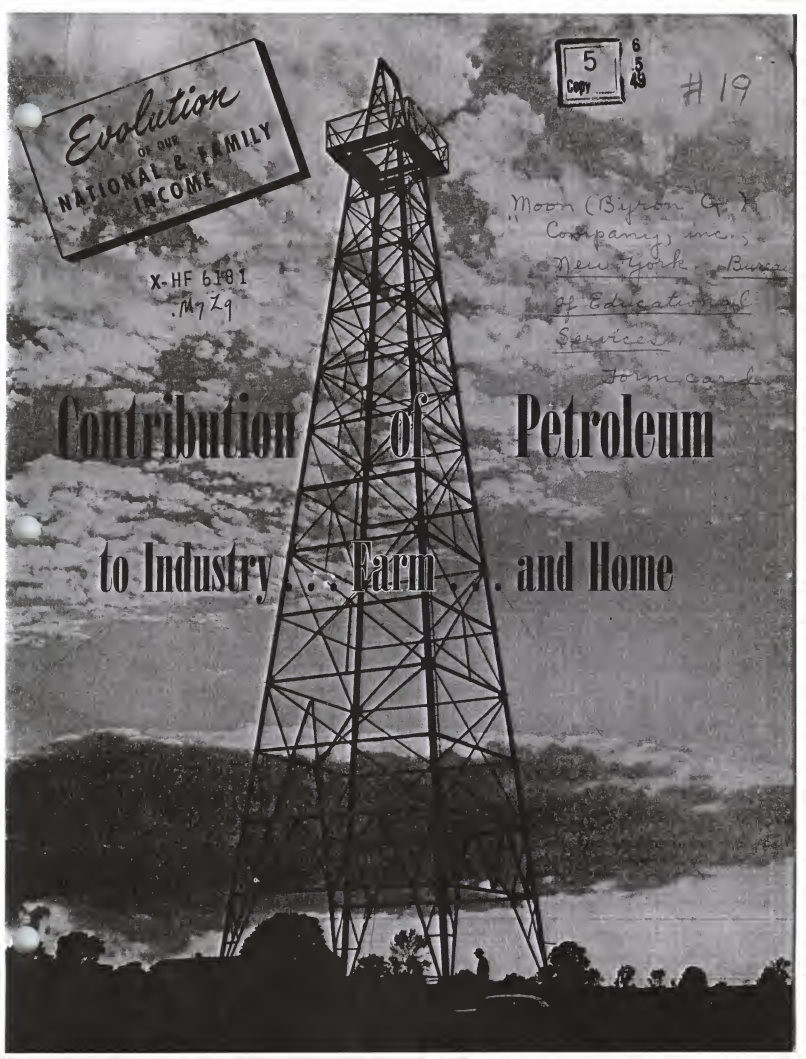
(B) Basic information regarding the refining of petroleum is contained on pages 11, 12, 13, and 14 of the instructor manual, and is further discussed and visualized in the attached folder, "Petroleum Products."

You will undoubtedly form your own plans for using the blue-and-white wall charts on petroleum, in conjunction with these technical charts, but suggestions are given below which may be helpful:

(1) "Petroleum Discovery and Production"

(a) Post the center spread on the bulletin board, and have one or more students draw enlargements of the simple diagrams on the blackboard.

(b) Discuss the geologic formations illustrated.


Evolution
OF OUR
NATIONAL & FAMILY
INCOME
X-HF 6181
.M7 Z9
5
Copy
6
5
49
#19
Moon (Byron C.) Company, Inc.; New York. Bureau of Educational Services.
Form card
Contribution of Petroleum
to Industry . . . Farm . . . and Home

Evolution of our NATIONAL & FAMILY INCOME

CONTRIBUTION OF PETROLEUM

To Industry, Farm, and Home

88 YEARS OF PETROLEUM PROGRESS

X-HF 6181, M72g H20

Drake Well

A momentous event occurred on August 27, 1859, when oil was struck at the Drake well near Titusville, Pennsylvania . . . an event which ushered in a new era of better living for all of us. Many of our greatest modern inventions, such as automobiles and airplanes, function because of petroleum. It serves industry, farm, and home in thousands of ways . . . therefore, it has grown and prospered in each of its four divisions.

PRODUCTION The pioneers sought oil with a forked stick, but today's oil producers use the most advanced scientific methods and equipment, including even radar. Drilling goes deeper and deeper . . . two to three miles into the earth . . . in the search for oil to meet the nation's increasing needs.

Drilling an oil well

Production of Crude Petroleum:

1859 .....2,000 barrels

1947 .....1,856,107,000 barrels

TRANSPORTATION of petroleum has advanced from teams and wagons, in 1859, to our present vast system of giant tankships, barges, pipe lines, railroad tank cars, and fleets of tank trucks. These move billions of barrels of crude oil and petroleum products annually.

5 Copy 6 5 49

Copyright, 1948, by Bureau of Educational Services, a department of The Byron G. Moon Company, Inc., 401 Broadway, New York 13, N. Y.

Evolution of our NATIONAL & FAMILY INCOME

CONTRIBUTION OF PETROLEUM

To Industry, Farm, and Home

88 YEARS OF PETROLEUM PROGRESS

X-HF 6181.M7Z9 #21

Drake Well

A momentous event occurred on August 27, 1859, when oil was struck at the Drake well near Titusville, Pennsylvania . . . an event which ushered in a new era of better living for all of us. Many of our greatest modern inventions, such as automobiles and airplanes, function because of petroleum. It serves industry, farm, and home in thousands of ways . . . therefore, it has grown and prospered in each of its four divisions.

PRODUCTION The pioneers sought oil with a forked stick, but today's oil producers use the most advanced scientific methods and equipment, including even radar. Drilling goes deeper and deeper . . . two to three miles into the earth . . . in the search for oil to meet the nation's increasing needs.

Drilling an oil well

Production of Crude Petroleum:

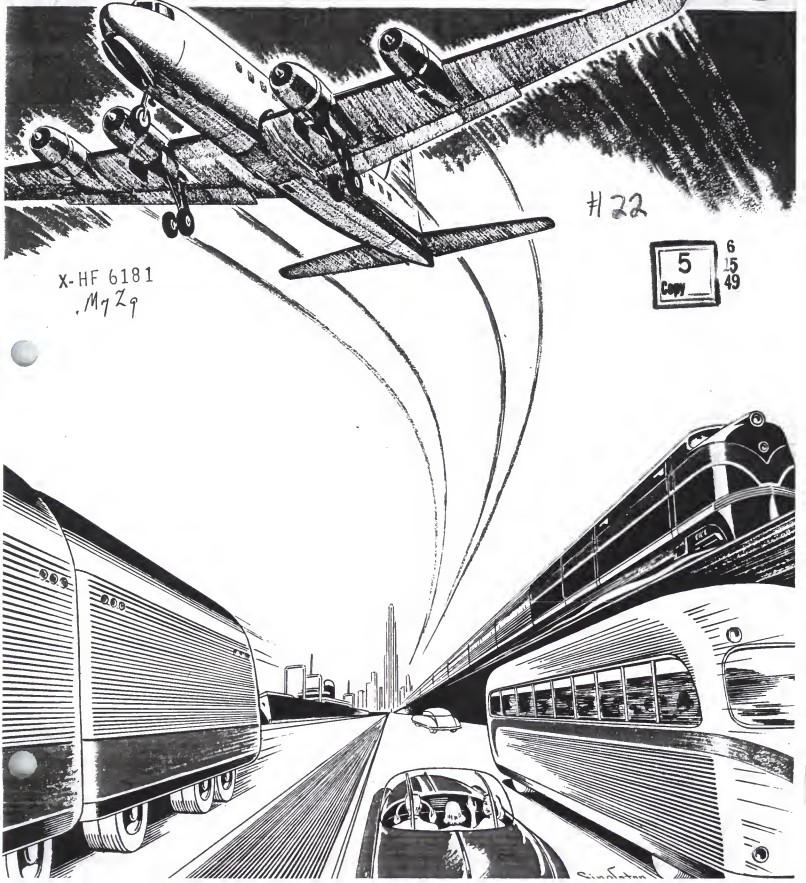
1859 .....2,000 barrels
1947 .....1,856,107,000 barrels

TRANSPORTATION of petroleum has advanced from teams and wagons, in 1859, to our present vast system of giant tankships, barges, pipe lines, railroad tank cars, and fleets of tank trucks. These move billions of barrels of crude oil and petroleum products annually.

5 Copy 6 5 49

Copyright, 1948, by Bureau of Educational Services, a department of The Byron G. Moon Company, Inc., 401 Broadway, New York 13, N. Y.

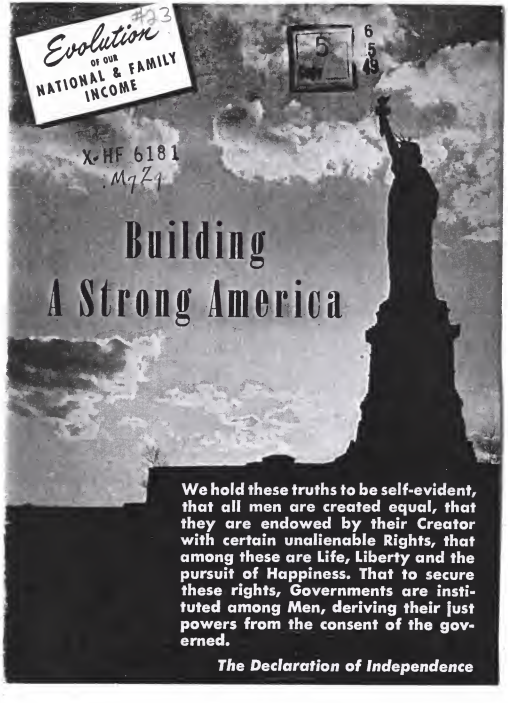
PETROLEUM PRODUCTS



#22

X-HF 6181
.M7Z9

5
Copy
6
15
49


Evolution
OF OUR
NATIONAL & FAMILY
INCOME
#23
X-HF 6181
.M7Z1
6
5
49
Building
A Strong America
We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed.
The Declaration of Independence

A SPECIAL MESSAGE TO LIBRARIANS #24

X-HF 6181
.M7Z9

5 Copy 6 5 49

WOULD YOU FAVOR A

"BUILDING A STRONG AMERICA"

LIBRARY SERVICE

?

Hundreds of messages have come from librarians telling us that they would like to offer as supplementary material "Evolution of Our National and Family Income" series, of which two chapters are attached. They learned of this series from leading educators in high school and adult education fields, ninety thousand of whom have received it.

Because of the interest of librarians as shown by their correspondence and personal conferences, we are considering offering this "Evolution" material and a proposed "Building A Strong America" library service to all the leading libraries in the United States. Will you give us the benefit of your advice?

(a) With the cooperation of Wilson Library Bulletin, we are asking 5,800 experienced librarians to review the two chapters enclosed. Your evaluation of them would be most helpful.

(b) Your answers to the questions on the attached sheet would help us to formulate the library plan we contemplate.

If we undertake the services indicated in the questions, much research will be required to determine the facilities of libraries and the availability of suitable books and supplementary materials in libraries. A substantial fund from foundations, business organizations, and publishers would be needed to provide for this work. You can readily understand the importance of our having the benefit of your opinions as a prelude to our initiating such a service.

As the decision regarding this project will be made early in the new year, we should appreciate it greatly if you would answer the questions on the attached self-mailer and send it to us by return mail. It is addressed and postage-paid for your convenience.

BUREAU OF EDUCATIONAL SERVICES
A department of THE BYRON G. MOON COMPANY, INC.
401 Broadway, New York 13, N. Y.

5 5 49
Copy
#25

Bureau of Educational Services
A DEPARTMENT OF THE BYRON G. MOON COMPANY, INC.
401 BROADWAY, NEW YORK 13

X-HF 6181
.M729

QUESTIONNAIRE ON "BUILDING A STRONG AMERICA"

LIBRARY SERVICE

1. Are these chapters, together with their charts and digest leaflet, a type of supplementary material that would be valuable in *your* library?

   Yes ☐
   No ☐

2. Would you like to receive other chapters which may later be available, such as *Agriculture, Modern Distribution and Better Living?*

   Yes ☐
   No ☐

3. Has your library a facility for displaying charts?

   Yes ☐
   No ☐

4. If so, would you display charts like the enclosed?

   Yes ☐
   No ☐

5. Would you display and distribute the "Building A Strong America" packets, if we made them available for your readers without cost to you?

   Yes ☐
   No ☐

   BIBLIOGRAPHY . . . An additional leaflet in this "Building A Strong America" packet is under consideration . . . a carefully-planned and librarian-approved Bibliography of pertinent material (available in most leading libraries) covering:

   (a) The fundamental principles of America's economy of freedom

   (b) Basic information regarding our nation's leading industries, such as Agriculture, Petroleum, Motor Vehicle, Electricity, Steel, etc.

   This Library Service Bibliography leaflet would also be included in the hundreds of thousands of these packets we distribute to teachers, so that they would be informed regarding this service of your library.

6. Would a Bibliography of this type give the packet greater value for the readers in your library?

   Yes ☐
   No ☐

7. Would you consider setting up a "Building A Strong America" shelf of books and materials included in the Bibliography (to the extent that they are available in your library)?

   Yes ☐
   No ☐

(This information is for our guidance and not for publication.)

NAME.....

LIBRARY.....

ADDRESS.....
City Zone State

There is space for your suggestions on the reverse of this sheet.